



City of Redmond Sponsorship Opportunities

Partner with the City of Redmond! We are seeking community minded businesses that value genuine interaction with potential customers. Increase your brand recognition and support your community with the varied sponsorship options.

www.redmond.gov/ParksRecreation

Why Sponsor a Redmond Event?

- Reach your target audience while engaging in a unique way
- Spotlight your product or service; give event attendees a “taste” of your business
- Community partnership
- All sponsorship dollars are re-invested into the event
- Connect with an engaged, happy audience
- Create and develop credibility through a genuine interaction
- Unique media exposure and customized plans
- Brand awareness and recognition
- Generate new customers and new business partnerships
- Cost effective and generates a return on investment



Sponsorship Opportunities may include:

- Naming rights: venue specific naming rights
- Advertising inclusion: radio ads, Pandora
- Marketing collateral: poster distribution, regional magazines, utility bill stuffer
- Social media recognition: Facebook, Instagram, e-mail campaigns
- Website representation: business link on event website
- On-site presence
- Category exclusivity



Redmond Lights December 2 & 3 RedmondLights.com

Signature Event

Redmond Lights is a celebration of the city’s traditions, cultures and faiths. This winter festival honors holiday spirit through a community gathering that sparkles with light, music, performances, decorations and much more. Individuals and groups share their traditions and festivities, marking customs and beliefs from around the world.

INVESTMENT LEVELS

Presenting Sponsor	\$20,000	<div></div>
Premier Sponsor (2)	\$10,000	<div>SOLD</div>
Art Installation	\$10,000	<div></div>
Fireworks Sponsor	\$7,000	<div></div>
Volunteer Sponsor	\$3,000	<div></div>
Light Sponsor (3)	\$2,000	<div></div>
Face Painting	\$2,000	<div></div>
Business Booth (8)	\$750	<div></div>
Non-Profit Business Booth (2)	\$250	<div></div>



EVENT FACTS

- 10,000-15,000 attendees
- Thousands of luminaries light the Sammamish River Trail/Redmond Central Connector
- Collector blinkers available to the first 10,000 attendees
- Over 25 light installations
- 8 faith communities
- 10 community groups
- 10 business booths
- 100+ volunteers
- Musicians
- Performers



Redmond Derby Days is a summer festival rooted in the spirit of competition that celebrates the uniqueness of Redmond through parades, races, contests, game booths, carnival rides, arts, music, food and much more! It all started in 1940 as a bike derby and parade for the community to raise money for holiday decorations and athletic equipment. Today, Derby Days celebrates Redmond's diverse community and offers all ages a chance to participate in a fun summer festival setting.

INVESTMENT LEVELS

Premier Sponsor	\$20,000	
Grand Parade	\$10,000	SOLD
Criterium Sponsor (Bike Race)	\$10,000	
Fireworks Sponsor	\$10,000	
Friday Night Live Sponsor	\$10,000	
Saturday Main Stage Sponsor	\$5,000	
Beer & Wine Garden Sponsor	\$5,000	
Kid's Parade Sponsor	\$5,000	
Volunteer Sponsor	\$3,000	
Face Painting	\$2,000	SOLD
Kid's Parade Coin Sponsor	\$2,000	
Derby Do Gooder Scholarship	\$1,500	
Community Race Sponsor	\$1,500	
Youth Bike Race Sponsor	\$1,000 plus prizes	



EVENT FACTS

- 13,000-15,000 attendees
- Washington State's longest running Kid's Parade with over 2,000 participants
- Home of the longest running bicycle Criterium
- 200 volunteers
- 70 business booths
- 70 Grand Parade entries
- 500 5K participants
- 10 live band performances
- 5 breweries

So Bazaar

August 17, 24, 31

RedmondSoBazaar.com

Signature Event

So Bazaar provides an imaginative platform and market for local artists, artisans, chefs and entertainers to share their arts and talents with the Redmond community. Downtown Redmond will come alive with surprising performances, art installations, artisanal foods, fine art and social engagement.

INVESTMENT LEVELS

Premier Sponsor (2)

\$5,000



Sip Bazaar

\$3,000



Chef Demos

\$2,000



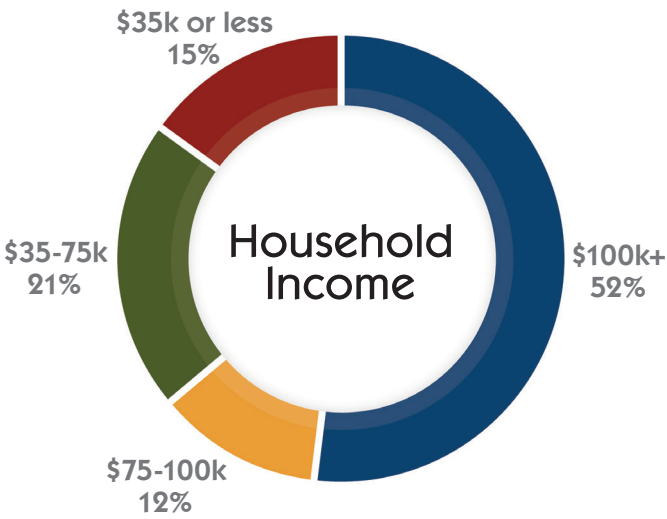
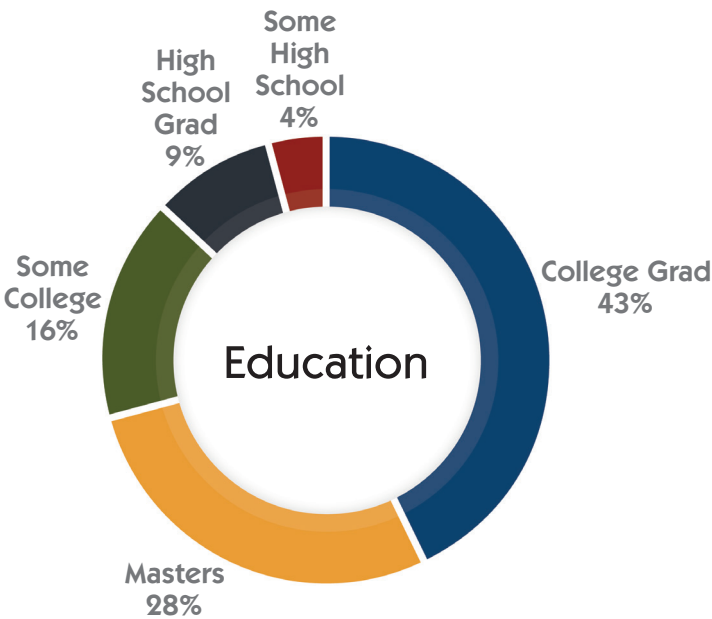
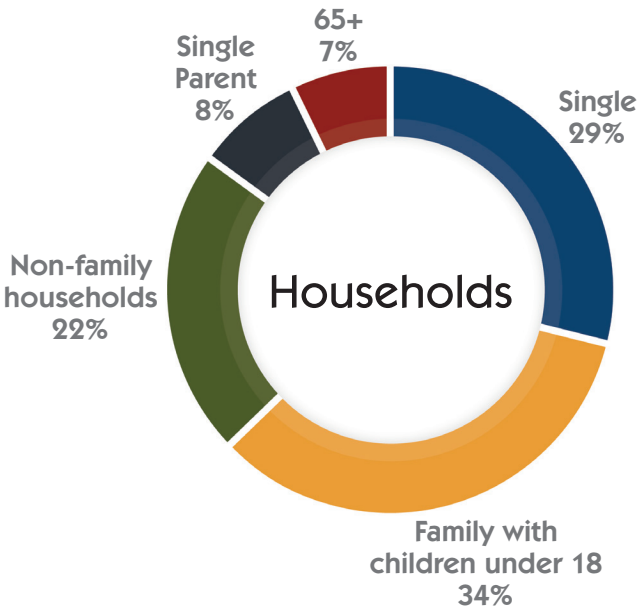
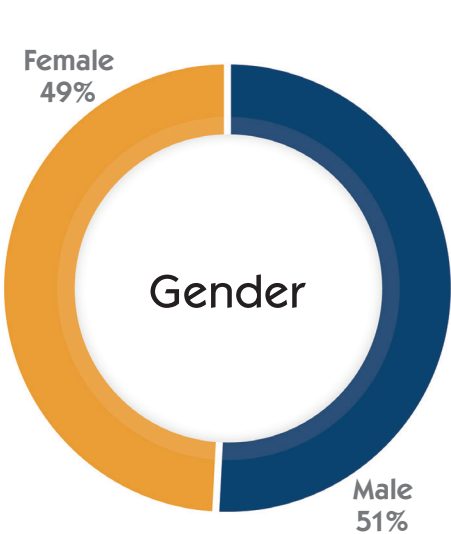
EVENT FACTS

- 3000-5000 attendees
- Activates Downtown Redmond Thursdays in August
- Food trucks and outdoor cocktail patio



Demographics

The City of Redmond Parks & Recreation Special Events department produces a variety of large festivals and events that provide unique experiences for thousands of Redmond and Eastside residents year-round. We offer sponsorship opportunities for companies who seek a unique marketing platform with access to thousands of consumers spanning multiple demographics. Sponsoring a city event, program or initiative will not only improve the city’s quality of life, but can also meet your organizations goals. Sponsorships range from financial support to in-kind donations. Whether it’s contributing time, resources, or financial support, the opportunities with City of Redmond special events are limitless.



*Source: 2015 Census

Sponsorship is limited. Contact us today to secure your participation in a Redmond event. Connect with Redmond events at www.facebook.com/RedmondEvents and www.redmond.gov/ParksRecreation

Contact: Megan Worzella, mworzella@redmond.gov, 425-556-2395